

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 24, 1997

RJR Account #468800

Mr. R. Honahan

NORTH COUNTRY CANDY & TOBACCO

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Rick:

WINSTON regular product has been ordered (see quantities listed below), as well as 8 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	1

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$359.62

51844 9448

-2-

B2GFP

NORTH COUNTRY CANDY & TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$14.00 (1/2 case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51844 9449



Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase

Winston

No additives.
New Winston
True Taste

NO
BULL

51844 9450

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 4
DATE: 97-06-30
TIME: 09:18 AMWHOLESALE : 468800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	089125	MAIN STREET MOBIL	CORNER MAIN & MIN	CANTON	NY	13617	2				(315)386-8652
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	1				(315)782-9754
162201	162239	347244	M & M MARKET	23 HAILESBO RO ST	GOUVERNEUR	NY	13642	1				(315)287-2978
162201	162323	530068	SEVEN TO ELEVEN M M	ROUTE 3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	1	NYS			(315)262-1100
162202	162239	541936	SACKETS HARBOR GEN	240 DODGE AVE	SACKETS HARBOR	NY	13685	1				(315)646-2235

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

51844 9451